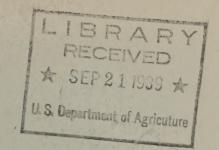
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PROGRAM



CENTRAL STATES

REGIONAL EXTENSION CONFERENCE

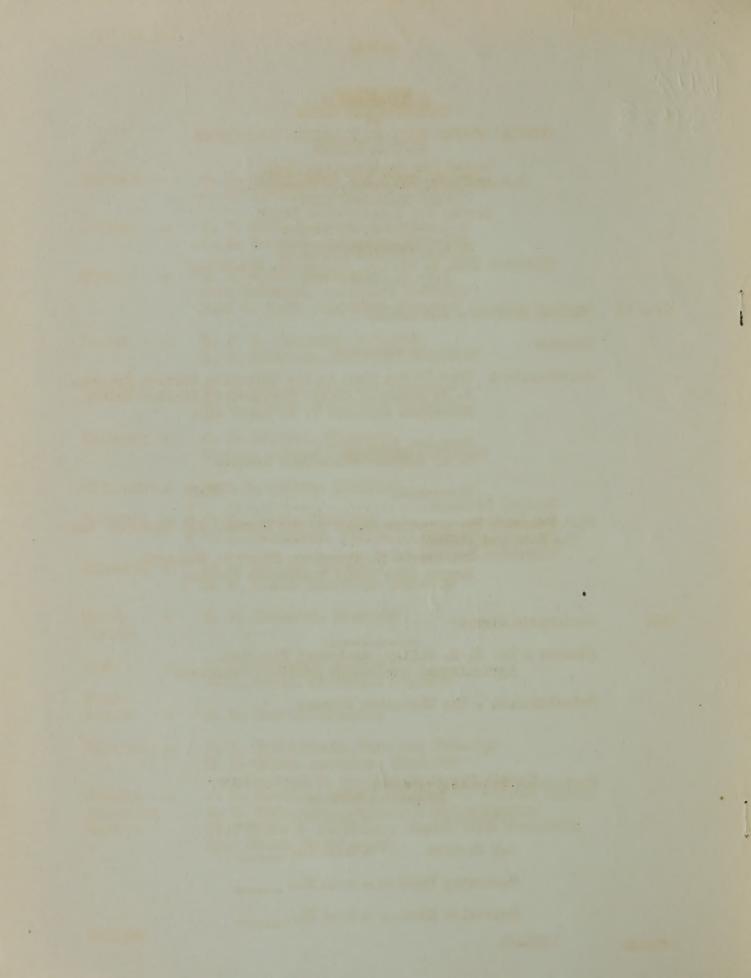
Center for Continuation Study University of Minnesota Minneapolis

July 24-25-26, 1939

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United States Department of Agriculture Extension Service



PROGRAM

OF

CENTRAL STATES REGIONAL EXTENSION CONFERENCE

Center for Continuation Study
University of Minnesota - Minneapolis
July 24-25-26, 1939

MONDAY FORENOON, JULY 24
Director Paul E. Miller, Minnesota, Presiding

10 - 12 GENERAL SESSION - ALL GROUPS

Welcome

Coordination: What It Can Mean in the Extension Service Program.
J. L. Boatman, Chief, Division of Subject Matter,
Extension Service, U. S. Dept. Agr.

Examples from Ohio W. H. Palmer, State Club Leader.

Discussion

What Freezing Preservation Means to the Farmer, the Consumer, and the Food Industries

Dr. Donald K. Tressler, Chief in Research, Geneva (New York) Experiment Station

6:15 Conference Dinner

Address - Dr. C. H. Bailey, Assistant Director,
Agricultural Experiment Station, Minnesota

Entertainment - The Ukrainian Singers

Conference Room Assignments:

Directors		1	Room	No.	
4-H Section	on	-	Room	No.	punsil 1
Marketing	Section	-	Room	No.	
Nutrition	Section	-	Room	No.	

WHO'S WHO AMONG THE DIRECTORS

Illinois - J. C. Blair, Dean and Director J. C. Spitler, Assistant Director

Indiana - H. J. Reed, Dean and Director T. A. Coleman, Associate Director

Iowa - R. K. Bliss, Director
Murl McDonald, Assistant Director
Paul C. Taff, Assistant Director

Kansas - H. J. C. Umberger, DirectorL. C. Williams, Assistant Director

Kentucky - T. P. Cooper, Dean and Director T. R. Bryant, Assistant Director

Michigan - R. J. Baldwin, Director
Karl H. McDonel, Assistant Director

Minnesota - Paul E. Miller, Director

Missouri - J. W. Burch, Director R. R. Thomasson, Assistant Director

Nebraska - W. H. Brokaw, Director H. G. Gould, Assistant Director

North - E. J. Haslerud, Director Dakota

Ohio - H. C. Ramsower, Director

G. B. Crane, Assistant Director

South
Dakota - A. M. Eberle, Director

Wisconsin - C. L. Christensen, Dean and Director W. W. Clark, Associate Director

Federal - J. L. Boatman, Chief, Division of Subject Matter
Extension H. W. Gilbertson, Principal Agriculturist
Service Miss Grace E. Frysinger, Senior Home Economist
Karl Knaus, Field Agent

4-H SECTION

MONDAY FORENOON, JULY 24

10 - 12 General Session of All Groups

MONDAY AFTERNOON, JULY 24
Conference Room Number , Continuation Center

Topic: Cooperative 4-H Studies Presiding: H. E. Rilling, North Dakota

1:30 Greetings - And Plans for the Conference
T. A. Erickson, Minnesota

1:45 The Development of Plans for the Iowa-Nebraska-North Dakota-South Dakota Study.

H. M. Jones, South Dakota, Chairman

2:00 Progress and Field Work Done to Date in the Kansas-Minnesota-Missouri-Wisconsin Study.

M. H. Coe, Kansas, Chairman

Kansas - (7-minute report from each State)
Minnesota
Missouri
Wisconsin

2:30 Changes Made in 4-H Programs as a Result of the Illinois-Indiana-Michigan-Ohio Study W. H. Palmer, Ohio, Chairman

Illinois - (15-minute report from each State) Indiana

Michigan Ohio

3:30 Discussion and Summary.

Barnard D. Joy, U. S. Department of Agriculture

6:15 Conference Dinner

WHO'S WHO AMONG THE 4-H STAFF

Illinois		E. I. Pilchard, Mary McKee R. G. Benbow Florence E. Kimmelshue F. H. Mynard Mildred M. Read Zora M. Smith H. F. Ainsworth W. R. Amick	Michigan - (Continued) Minnesota -	Fola R. Green P. G. Lundin Marcella M. Meyer Nevels Pearson C. A. Rood T. A. Erickson K. W. Ingwalson A. J. Kittelson
		May Masten J. C. Ralston F. M. Shanklin	Missouri -	Mildred Schenck May Sontag Amy Wessel T. T. Martin
Iowa		Edna Troth Mary E. Wilsey Paul C. Taff		Helen L. Church R. H. Emberson Jane Hinote E. T. Itschnor
		Mrs. Edith P. Barker Florence L. Forbes Ella G. Loughran John S. Quist Frank P. Reed	Nebraska -	L. I. Frisbie G. R. Davis Mrs. Mary B. Nelson Allegra Wilkens
		E. B. Syndergaard	North Dakota -	H T Pilling
Kansas	-	M. H. Coe Mary E. Border J. H. Johnson Mabel R. Smith	NOT DENOTE A	B. P. Gorder Margaret A. Latimer Ruth L. Shepard
Kentucky	-	R. E. Regnier J. W. Whitehouse H. C. Brown	Ohio -	W. H. Palmer H. W. Harshfield Hulda Horst Eva M. Kinsey
		Anita Burnam James M. Feltner E. E. Fish	South Dakota -	C. C. Lang Horace M. Jones
		M. S. Garside C. W. Jones Edith Lacey G. J. McKenney Dorothy Threlkeld	Wisconsin -	Agnes M. Hansen Thomas L. Bewick Geneva L. Amundson Wakelin McNeel
Michigan	-	A. G. Kettunen M. H. Avery Alice O. Bates		Grace L. Rountroo V. V. Varney
		Olga Bird Beatrice C. Boyle Lois M. Corbett	Federal - Extension Service	Gertrude L. Warren Ray A. Turner F. P. Frutchey B. D. Joy

TUESDAY FORENOON, JULY 25
Conference Room Number , Continuation Center

Topic: Evaluating the 4-H Program Presiding: W. H. Palmer, Ohio

9:00 Progress in Evaluation in 4-H Club Work
Dr. F. P. Frutchey, U. S. Dept. of Agriculture

10:00 General Discussion

10:30 Evaluation in Terms of Future Developments

Miss Gertrude L. Warren, U. S. Dept. of Agriculture

11:00 1914-39 - Twenty-five Years of 4-H Experience as a Basis for our Vision of 4-H Twenty-five Years Ahead.

Dr. C. B. Smith

TUESDAY AFTERNOON, JULY 25 Joint Group Meetings

1:30 Room _____, Women of 4-H Group and Nutrition Specialists
Presiding: Miss Gertrude L. Warren

Summary of Survey on Organization of 4-H Foods and Nutrition Program in the Central States

Miss Miriam Birdseye, U. S. Dept. of Agriculture

Accomplishments and Next Steps in Subject Matter Helps for Leaders of 4-H Food and Nutrition Projects.

Miss Grace Rowntree, Wisconsin

Aims, Accomplishments and Possible Next Steps in Making the 4-H
Health Activity a Constructive Permanent Influence in Building
Health Attitudes and Practices in the 4-H Club Membership.

Miss Helen Church, Missouri
Miss Nelle E. Thompson, Iowa

1:30 Room ____, Men of 4-H Group and Marketing Specialists Presiding: C. W. Hammans, Ohio.

The Place of Marketing in 4-H Club Work from the Point of View of a 4-H Club Supervisor.

Harry F. Ainsworth, Indiana

Marketing Subject Matter and Methods Adapted to 4-H Club Work C. E. Dominy, Kansas

4:00-6:00 Auto tour for all groups to visit:

- (1) The New \$510,000 4-H Club Building on the State Fair Grounds, St. Paul
- (2) College of Agriculture at University Farm, St. Paul.

WEDNESDAY FORENOON, JULY 26
Conference Room Number , Continuation Center

Topic: Evaluating the 4-H Program Presiding: Mrs. Edith Barker, Iowa

9:00 Techniques of Evaluation in 4-H Club Work
Dr. F. P. Frutchey, U. S. Dept. of Agr.

10:00 General Discussion

10:30 The Psychology of Dealing with Youth
Dr. G. Gilbert Wrenn, Professor of Educational
Psychology, University of Minn. (American Youth
Commission).

11:00 Building 4-H Into the County and State Extension Programs
Director R. J. Baldwin, Michigan

WEDNESDAY AFTERNOON, JULY 26
Conference Room Number , Continuation Center

Topic: 4-H Plans and Programs
Presiding: T. L. Bewick, Wisconsin

1:30 Report: The State Leaders! Conference at the 1939 National 4-H Club Camp.

L. I. Frisbie, Nebraska

Report: The Continuing Committee of State Club Leaders on the Future of 4-H Club Work.

T. A. Erickson, Minnesota

Report: The 4-H Division of the 1939 National Dairy Show. E. I. Pilchard, Illinois

The 4-H Division of the Youth Program at World's Poultry Congress.
R. A. Turner, U. S. Dept. of Agriculture

Plans for 1940 Sectional Conferences.

Adjournment

CONFERENCE PROGRAM COMMITTEE:

H. E. Rilling - North Dakota Mrs. Edith Barker - Iowa W. H. Palmer - Ohio R. A. Turner - U. S. Dept. of Agriculture

MARKETING SECTION

MONDAY FORENOON, JULY 24 Auditorium, Continuation Center

10 - 12 General Session of all groups

MONDAY AFTERNOON, JULY 24
Room No. , Continuation Center

Presiding: R. V. Gunn, Acting Head, Dept. of Agricultural Economics, Michigan

1:15 Economic Criteria Basic to Extension Work in Marketing.

O. B. Jesness, Chief, Division of Agricultural Economics, Minnesota

2:00 Discussion: H. B. Price, Head, Dept. of Markets and Rural Finance, Kentucky

2:30 General Discussion

3:00 Essentials for Pacemaking Cooperatives.

T. G. Stitts, Chief, Cooperative Research and Service Division, F. C. A.

3:30 Relation Between Extension Work in Marketing and Field Activities of Governmental, Quasi-Governmental, and Large Scale Cooperative Organizations.

A. M. Eberle, Director of Extension, South Dakota

4:00 General discussion led by: L. J. Norton, Chief, in Agr. Marketing, Illinois
Gifford Patch, Ext. Agr! Economist,
Michigan

6:15 Conference Dinner

Address: C. H. Bailey, Assistant Director, Agricultural Experiment Station, Minnesota

Entertainment - Ukrainian Singers

WHO'S WHO AMONG THE MARKETING SPECIALISTS

Illinois	- G. L. Jordan L. J. Norton L. H. Simerl	Missouri -	D. C. Wood G. B. Nance
Indiana	- M. P. Mitchell T. K. Cowden	Nebraska -	George Hendrix J. F. Lawrence Jesse Mason
Iowa	- Frank Robotka I. W. Arthur R. C. Bentley	North - Dakota	P. V. Hemphill
See	J. M. Cowden W. T. Maakestad Alvan Oderkirk	Ohio -	C. W. Hammans H. H. Varney B. A. Wallace
Kansas	S. H. Thompson F. S. Burson, Jr. C. E. Dominy	South - Dakota	Gabriel Lundy
	J. W. Mather	Wisconsin -	Don S. Anderson H. H. Bakken
Kentucky	- G. P. Summers L. A. Vennes	Division S. c	R. K. Froker I. R. Hedges
Michigan	- R. V. Gunn Arthur Howland A. B. Love C. L. Nash Gifford Patch D. H. Stark	Extension	H. M. Dixon W. C. Ockey W. B. Silcox W. B. Stout
Minnesota	- D. C. Dvoracek		

S. T. Warrington W. H. Dankers TUESDAY FORENOON, JULY 25
Room No. , Continuation Center

Presiding: H. M. Dixon, In Charge, Agr'l Economics Section, Extension Service, U. S. D. A.

- 9:00 The Marketing Program of the U.S.D.A.

 Budd A. Holt, Ass't Director, Division of Marketing and Marketing Agreements, A.A.A.
- 9:45 The Probable Future Role of Cooperatives in Improving Market Distribution.

 E. A. Stokdyk, Deputy Governor, Farm Credit Adm.,
 Washington, D. C.
- 10:30 Discussion
- 11:30 Outstanding Developments in Marketing Extension Work in the United States.

 W. B. Stout, Extension Service, Washington, D. C.

TUESDAY AFTERNOON, JULY 25
Room No. , Continuation Center

Presiding: C. W. Hammans, Marketing Specialist, Ohio

- 1:30 The Place of Marketing in 4-H Club Work, From the Point of View of a Club Supervisor.

 H. F. Ainsworth, Assoc. in Boys' and Girls' Clubs, Indiana.
- 2:15 Marketing Subject Matter and Methods Adapted in 4-H Club Work. C. E. Dominy, Marketing Specialist, Kansas
- 3:00 Discussion

Room No. ____, Continuation Center

Presiding: D. C. Wood, Extension Service, Missouri

General topic: Educational methods in marketing extension work.

7:30 Discussion as a Marketing Educational Method.

D. C. Dvoracek, Extension Economist, Marketing, Minnesota

Discussion of above and other methods, led by:

H. H. Bakken, Agr'l Economist, Wisconsin

I. W. Arthur, Extension Economist in Livestock Marketing, Iowa

G. B. Nance, Extension Asst. Prof. Agr. Econ., Missouri

General Discussion

WEDNESDAY MORNING, JULY 26 Room No. Continuation Center

COMMODITY MARKETING CONFERENCES

SUGGESTED GENERAL TOPIC, ALL SECTIONS: Developments, problems, adjustments needed, and effective educational means and methods of dealing with them.

SECTION I. LIVESTOCK: Room No. Continuation Center

Presiding: I. W. Arthur, Extension Service, Iowa

Discussion Leaders:

9:00 A. A. Dowell, Prof. Agr. Econ., Minnesota

9:20 R. V. Gunn, Acting Head, Dept. of Agr. Econ. Michigan

9:40 M. P. Mitchell, Dept. of Agr. Ext. Indiana

10:00 S. H. Thompson, Extension Service, Iowa

10:20 L. H. Simerl, Extension Service, Illinois

10:40 General Discussion

SECTION II. DAIRY: Room No. ____ Continuation Center

Presiding: W. Bruce Silcox, Extension Service, Washington, D. C.

Discussion Leaders:

9:00 E. F. Keller, Division of Agri. Econ. Minnesota

9:20 R. K. Froker, Dept. of Agri. Econ., Wisconsin

9:40 J. M. Cowden, Extension Service, Iowa

10:00 L. A. Vennes, Extension Service, Kentucky

10:20 H. H. Varney, Extension Service, Ohio

10:40 Reports from other States

11:00 General Discussion

SECTION III. GRAIN: Room No. Continuation Center

Presiding: J. F. Lawrence, Extension Economist in Marketing, Nebraska

9:00 Harold Hedges, Head, Grain Section, Cooperative Research and Service Division, Farm Credit Admin., Washington, D. C.

9:30 P. V. Hemphill, Extension Economist in Marksting, North Dakota

9:50 R. C. Bentley, Extension Assoc. Prof., Iowa

10:10 A. B. Love, Extension Marketing Specialist, Michigan

10:30 Reports from other States

11:00 General Discussion

SECTION IV. POULTRY AND EGGS: Room No. Continuation Center

Presiding: C. E. Dominy, Extension Service, Kansas

9:00 A. D. Oderkirk, Extension Service, Iowa

9:20 G. B. Nance, Extension Service, Missouri

9:40 W. H. Dankers, Extension Service, Minnesota

10:00 Reports from other States

10:20 General Discussion

WEDNESDAY AFTERNOON, JULY 26
Room No. ____, Continuation Center

Presiding: W. B. Stout, Extension Service, Washington, D. C.

1:30 Question Box

3:00 Summary of Conference Frank Robotka, Iowa

Conference Program Committee:

Frank Robotka, Iowa, Chairman

R. V. Gunn, Michigan

D. C. Dvoracek, Minnesota

C. W. Hammans, Ohio

C. E. Dominy, Kansas

NUTRITION SECTION

MONDAY FORENOON, JULY 24

10 - 12 GENERAL SESSION - ALL GROUPS

12:15 Nutrition Section Luncheon

Grace E. Frysinger, U. S. Department of Agriculture, Presiding

Introductions.

Welcome to Minnesota. Julia O. Newton, State Home Demonstration Leader.

Plans for the conference. Florence Imlay, Section Chairman.

MONDAY AFTERNOON, JULY 24 Florence Imlay, Presiding

1:30 Question hour with Dr. Tressler.

Delegates are asked to present their questions in writing to Section Chairman at close of morning session.

2:45 Current projects of the Bureau of Home Economics which bear on foods and nutrition problems in the Central States.

Esther Poterson Daniel, Associate Chemist, Bureau of Home Economics, U. S. Department of Agriculture.

Questions.

3:45 Each State will have 3 minutes to introduce its own exhibits.

4:30 Adjournment.

Dear Central States Nutritionists:

In connection with the discussion on Successful Family Living on Tuesday morning, July 25, we are sending you with Mrs. Lydia Ann Lynde's permission, her tentative analysis of the characteristics of -

GOOD FAMILY LIFE

Assuming:

1) That the rearing of children is one of the functions of the family

1002-39

- 2) That good physical development, training in wholesome living habits, and sane attitude toward life can be achieved by using the experiences of daily farm family life
- 3) That the school, the church, and other community experiences are important in the child's development but that the trend of their influence is determined by the pattern of family life and the interpretation put upon these experiences
- 4) That (2) and (3) require well organized family life wherein each member has adequate status and opportunity to develop as an individual in a social group
- 5) That after the children have left the home there is still need to maintain and develop common interests between the life-partners, to make enjoyable and stimulating meal-time contacts, and to practice a simple, gracious hospitality that brings new and old friends into the home -

Family Life is Good:

- 1) When each individual feels himself an important member of the family, with his own place, his interests and rights recognized and his work appreciated.
- 2) When each person is aware of the general wholesome affectional relationships in his family and feels that he is wanted, loved and appreciated by them.
- 3) When each person feels that his individual friendships are valued and encouraged.
- 4) When each one has opportunity and encouragement in developing his best abilities, his creative talents, and his own ideas.
- 5) When each one has a widening field of experience sufficient to make him feel master of himself and his situation.
- 6) When each one has sufficient food, clothing, shelter and comfort that he may have health and good physical development.
- 7) When there is a common goal toward which each one is putting his share of effort and from which he receives his share of benefit.
- 8) When there is a spirit of fellowship and unity fostered by family play, hospitality, work and tradition.

TUESDAY FORENOON, JULY 25 Inez Hobart, Minnesota, Presiding

9:00 Successful family living - how are we progressing toward this major goal of the extension program?

Grace E. Frysinger, U. S. Dept. Agr.

9:15 What contributions can the foods and nutrition program make toward successful family living?

2-minute contributions, followed by 3-minute discussion:

Sparing cash income through
Home food production and preservation

Home manufacture of foods (bread, cheese, etc.)

Better buying

Wisconsin

Missouri

Nebraska

Increasing cash income through →
Standardizing products for sale South Dakota

Promoting good growth and health of family members Illinois

Making family meal-times happy Iowa

Entertaining at home Ohio

Developing individuals Michigan

Building better family relationships Kentucky

Increasing understanding between neighbors (North Dakota (Indiana

10:15 Intermission.

10:30 Constructive results from cooperation with other agencies to reach common nutrition and health goals -

Introduced by 5-minute talks on:

A State nutrition council Minnesota

State and county nutrition committees South Dakota

A 10-year cooperative county nutrition and health program Kansas

A 10-year cooperative county school lunch program Kentucky

Relaying information to low-income families
through Farm Security workers

Iowa

The extent of this opportunity in the Central States

Elizabeth A.
Rivers, Chief,
Home Mgt.,
Region II, FSA

12:00 Recess for luncheon.

TUESDAY AFTERNOON JULY 25

Joint session with women of 4-H Club group - Gertrude L. Warren, presiding.

- 1:30 Summary of survey on organization of 4-H foods and nutrition program in the Central States
 Presented by Miriam Birdseye, U. S. Dept.Agr.
- 1:45 Helping leaders of 4-H foods and nutrition projects with subject-matter and approach.

8-minute papers by Grace Rowntree, Wisconsin Amy E. Erickson, N.Dak.

- 2:45 Intermission.
- 3:00 Aims, accomplishments and possible next steps in making the
 4-H health activity a constructive permanent influence in
 building health attitudes and practices in the 4-H Club
 membership
 8-minute papers by Helen Church, Missouri

8-minute papers by Helen Church, Missouri Nelle E. Thompson, Iowa

- 3:45 Study of Exhibits.
- 4:30 Adjournment.

TUESDAY EVENING JULY 25

Dinner with State home demonstration leader and State specialists, Dean of School of Home Economics, and members of resident nutrition staff.

WEDNESDAY MORNING JULY 26

Topic: Better Living From the Farm Presiding: Ruth B. Cessna, Iowa

- 9:00 The freezer locker situation in the Central States today and what extension workers are doing to guide it: Summary of a recent questionnaire to extension nutritionists —

 Gertrude Allen, Kansas.
- 9:15 Discussion: Problems, methods, next steps desirable in guiding the freezer locker movement.

WEDNESDAY MORNING JULY 26 (continued)

10:00 Better nutrition in the Central States through a better planned food supply tailored to local possibilities.

Discussion led by Miriam Birdseye, U. S. Dept.Agr.

Suggested questions:

What are the food groups most frequently neglected or used to excess in rural families in my State; evidences of significant health defects attributable to improper diet; improvements in food habits most important to work for. Are these situations general or more or less localized?

Are there differences in the dietary levels attainable by major income groups in different rural areas of my State?

What factors contribute to this situation, as for example, climate, soil productivity, cultivable acreage, farm population per acre, net cash income per person, debt load, type-of-farming enterprise, attitudes toward commercial farming, farm tenure, frequent moving, housing, kitchen equipment, storage facilities, national food customs?

Are there areas in my State where it would be desirable to modify one of the 4 diet patterns suggested in B.H.E. Diets to Fit the Family Income, by increasing certain locally abundant foods and decreasing others less readily available?

Are such problem areas of problem income groups being studied by a group of extension specialists in production, distribution, economics and home economics, with a view to giving local agricultural planning committees far-sighted counsel in working out a long-time program for a more vigorous and prosperous rural population supported by a more adequate diet? Are they being recognized as a responsibility of the whole Extension Service, not merely of the "women's program"?

Granted that it is important for the men of the family to understand the connection between diet and health, and give intelligent cooperation in shaping food habits and planning for an adequate and balanced food supply obtainable for a minimum of cash expenditure: What progress are we making in interesting men in the parallels between human and animal nutrition and in providing diets adequate for health?

What progress are the people of my State making with:

Adequate food preservation budgets and better storage facilities?

Preparing and carrying out yearly farm food supply plans?

Are a limited number of result demonstrations supported by records a necessary factor in a better farm food supply program? What progress with such result demonstrations? What are the next steps?

WEDNESDAY AFTERNOON JULY 26

Topic: Measuring progress in the foods and nutrition program.

Presiding: Gertrude E. Allen, Kansas.

1:30 Discussion - led by Dr. F. P. Frutchey, Senior Educational Analyst, Extension Service, U. S. Dept. Agr.

Situation:

The foods and nutrition program is shaped to achieve results:

- a. In the lives of rural people, in terms of information, skills, attitudes, health, family cooperation, acquiring or altering material possessions, community facilities and community activities;
- b. Within the extension organization, in terms of common objectives and well-coordinated programs;
- c. Between the Extension Service and other agencies pursuing nutrition goals, in terms of understanding, harmonious relations, and cooperative activities toward mutual goals.

Suggested discussion questions:

What results of the program are being measured at the present time?

What other results of the program are important to measure?

Upon whom are the effects to be measured?

What difficulties are involved in measuring the results?

What methods are being used at present to measure?

What methods can be developed to measure other effects of the program?

- 3:30 Summary of conference.
- 4:00 Adjournment.

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